IN THE UNITED STATES DISTRICT COURT
FOR THE EASTERN DISTRICT OF TEXAS
MARSHALL DIVISION

BENEFICIAL INNOVATIONS, INC., Plaintiff, vs. BLOCKDOT, INC., a Texas Corporation; CAREERBUILDER, LLC., a Delaware corporation; CNET NETWORKS, INC., a Delaware corporation; DIGG, INC., a Delaware corporation; EBAUM'S WORLD, INC., a New York corporation; JABEZ NETWORKS, INC., a Tennessee corporation; THE NEW YORK TIMES COMPANY, a New York corporation; THE WASHINGTON POST COMPANY; a Delaware Corporation; THE WEATHER CHANNEL INTERACTIVE, INC., a Georgia corporation, Defendants.	CASE NO. 2:07-cv-263 (TJW/CE) **Notice of Appearance**

NOTICE OF APPEARANCE

Notice is hereby given that the undersigned attorney, Julien A. Adams, enters his appearance in this matter as counsel for Plaintiff Beneficial Innovations, Inc. for the purpose of receiving notices and orders from the Court.

DATED this 20th day of July, 2007.

Respectfully submitted,

By: /s/ Julien A. Adams
Julien A. Adams

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ATTORNEYS FOR PLAINTIFF BENEFICIAL INNOVATIONS, INC.

CERTIFICATE OF SERVICE

I hereby certify that all counsel of record who are deemed to have consented to electronic service are being served this 20th day of July, 2007, with a copy of this document via the Court's CM/ECF system per Local Rule CV-5(a)(3). Any other counsel of record will be served by electronic mail, facsimile transmission and/or first class mail on this same date.

/s/ Julien A. Adams